THE JOY OF EVALUATION

UNM Evaluation Lab Summer Institute

Melissa Binder & Sonia Bettez

mbinder@unm.edu spbettez@unm.edu

Summer 2019

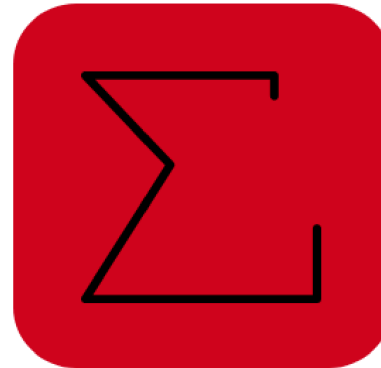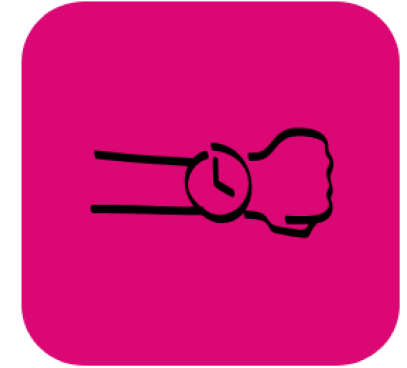Melissa Binder & Sonia Bettez

mbinder@unm.edu spbettez@unm.edu
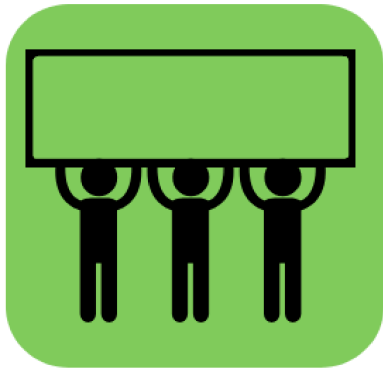
Participatory Evaluation

Measuring What Matters

Embedding Evaluation

Mission Time

Most people dread evaluation

But some people sing about it   https://www.eval.org/p/cm/ld/fid=292

Why the dread?

Why the dread?

Circle of concern

Circle of influence
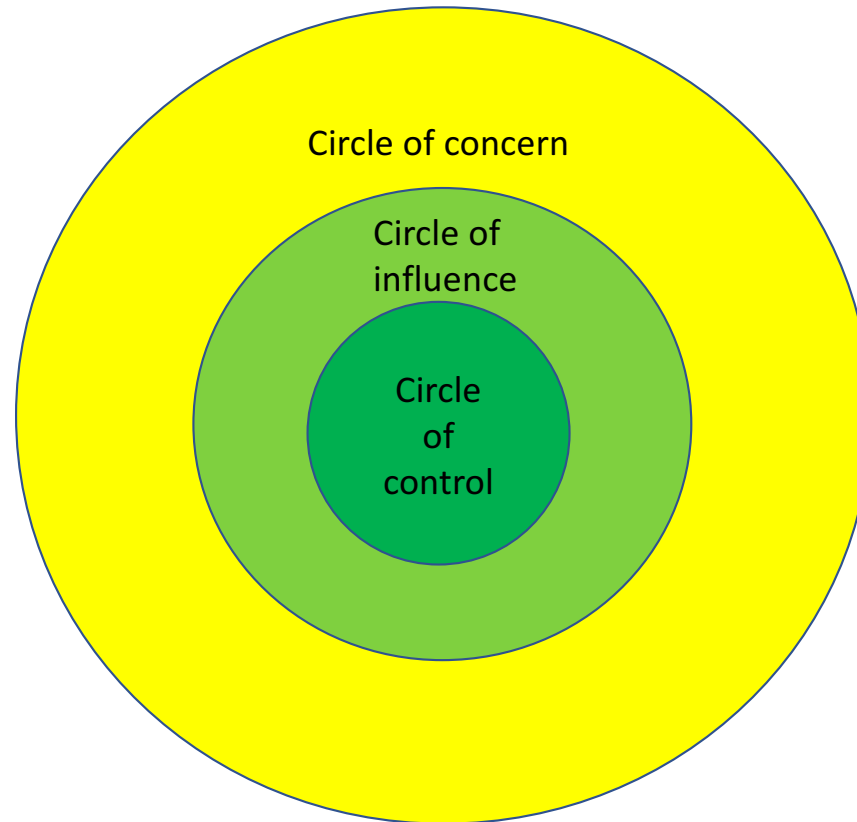
Circle of control

Circle of Concern concept adapted from Steven Covey, 7 Habits of Highly Effective People

Why the singing?

Why the singing?

Evaluation as validation

Recognition for what is working feeds desire to make the work even better

How to transform evaluation from a dreaded chore to something you feel like singing about

1-Link it to your mission

2-Involve everyone

Mission time is energizing

– Helps you focus on what you care about

– Feeds sense of agency
  - Working with others to find ways to align actions with goals
  - Problem-solving

– Provides a break from the day-to-day frenzy and allows you to go back into the fray with renewed purpose

Evaluation is central to achieving your mission

- If you really care about your mission, you need to know what you are and aren't achieving, and how you can do better
- That is the work of evaluation

And the rubrics make it concrete

Excerpt from The Social Profit Handbook

Involve everyone

- Staff
- Participants
- Board
- Partners
- Funders

Value of asking people what they think: NMPCA's experience

Value of sharing the data that your staff has so laboriously collected

Designing the Feedback Loop

- Mission time provides the time and place for incorporating data into decision making
- Collect, share and invite feedback on data at all levels of the organization
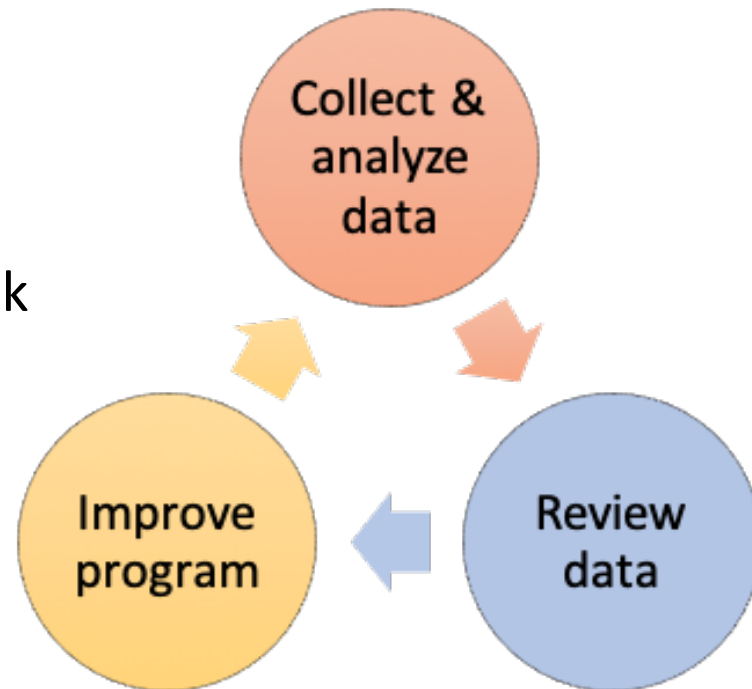
Our story

Evaluation Lab's Eval^2 Team

Mission time: one-hour meeting once per week, January-May
- Review/revise logic model,
- write rubrics,
- plan annual evaluation,
- plan Annual Workshop

At the table: Director, Associate Director, Team Leads (voluntary), Students (voluntary)

Evaluation Lab Feedback loop

- Eval^2 compiles and reviews data, makes recommendations
- Instructor revises curriculum
- Advisory Council (leadership of partnering organizations) reviews data
- Evaluation Reports shared on website

Making time for mission time

What would work for your organization?

Where is the feedback loop?

In Evaluation Lab, Eval^2 reviews the data in preparation for June Advisory Council meeting.

What would work in your organization?

What's your plan for involving everyone?

Bringing it back to your organization

What you need
- Mission Time
- Evaluation Coordinator
- Feedback Loop
- Plan for introducing and integrating evaluation

WORKBOOK

(later this afternoon)

Ideas? Questions?